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Frauds While Online Shopping – A Study On Awareness Perception In Chennai City

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Introduction

Previously, people who want to make shopping had to go to shops, select products and buy. For this purpose they had to spend much time, money and energy. Introduction of internet made the people convenience in many aspects. Especially introduction e-commerce facility made shopping of the people easy and convenience. Presently there are many numbers of online shoppers in India. People are offered to buy millions of productsthrough online shopping. For each product there are varieties of models, colours, size etc. These products can be chosen at their home itself using computer / smart phone using internet facility. The online shoppers give door delivery through their own or any other courier services, they also give installation facility and after sale services. The online shoppers offer payment facilities through many ways such as through debit cards, credit cards, internet banking, Paytm, cash on delivery etc. These features attracted many people towards online shopping rather than traditional shopping system. Online shopping provides the people manynumbers of varieties in goods they need. These products are also available at cheaper price than the price available in the local markets.Evernthough there are good security system in online shopping websites, some hackers and unethical human beings make fraudulent activities while making online shopping by way of swindling money from the bank account / credit card / debit card etc., sending damaged goods, hacking bank account details etc. Hence people who are making online shopping should have sufficient awareness about online shopping and possible fraudulent activities while making online shopping. Hence the

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researcher has studied awareness of the respondents towards frauds while making online shopping and their perception towards fraudulent activities.

Review of Literature

Jaya Prabha R and Karunanidhi M (2016) in their study found that advertisement was the main factor influenced by the consumers on online shopping. Consumers were facing the problem of poor quality of the product reveals first. JemilaDani N (2017) evidenced from their study that security was important concern among online shoppers in India. There were some other factors which influenced online shoppers including, less price, discount, feedback from previous customers and quality of product. Shahzad Akbar M and ZafarAzeemi N (2017) in their study found that from all the factors, only quality had impact on consumers' behavior in KSA. Other factors namely convince, trust and promotions showed no significant relationship with consumers' behavior in online shopping in KSA.Barkathunisa A (2018) found that Perceived Easiness and Website Features had more impact on the positive post purchase behaviour of consumers towards online shopping. The study also found that the Customers' Perception, Attitude and Satisfaction influenced the Post Purchase Behaviour towards online shopping products.MadasuBhaskaraRao et al (2018) evidenced that factors viz., ease of use & convenience, security, utility, time effectiveness, outbound logistics and feedback were the determinants of female shopper buying behaviour towards online shopping. The study suggested that online retailers must take this into consideration while designing their user interface.Jukariya T and Singhvi R (2018) from their study revealed that there were transaction security and multiple payment options, Personal privacy and security, Product price and quality, the speed of access and after – sales service were few major factors that affect students' online shopping behaviour.

Objectives of the Study

The study has been undertaken with the following objectives.

- To study awareness of the respondents towards possible frauds while making online shopping and

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- To study perception of the respondents on possible frauds and remedies towards the frauds.

Methodology

The study has been made to analysethe awareness level of the respondents towards possible frauds while making online shopping and their perception towards the frauds and remedies to overcome the frauds among online shopping customers in Chennai city as study area. For this purpose the researcher collected primary data using well structured questionnaire from the sample respondents of 400 online shopping customers in the study area. They were selected using convenient sampling method. The collected data were analysed using the statistical tools such as, percentage, mean and standard deviation.

Results and Discussion

This section of the article presents the results and discussion on awareness and perception of the respondents towards online frauds while making online shopping. For this purpose the researcher identified 18 possible online frauds, three point-scale was used to collect data.The results of awareness of the respondents towards online frauds are presented in table 1.

Table 1: Awareness on Online Frauds

Sl. No.	Online Frauds	Aware	Partly Aware	Not Aware	Total
1	About and identify fraudulent online merchants	183 (45.8)	173 (43.2)	44 (11.0)	400 (100)
2	Online Survey frauds	189 (47.2)	155 (38.8)	56 (14.0)	400 (100)
3	Purchase frauds	178 (44.5)	156 (39.0)	66 (16.5)	400 (100)
4	Online automotive fraud	133 (33.2)	192 (48.0)	75 (18.8)	400 (100)
5	Counterfeit cashier's check scam	139 (34.7)	174 (43.5)	87 (21.8)	400 (100)
6	PayPal Fraud	221 (55.2)	169 (42.3)	10 (2.5)	400 (100)
7	Call tag scam	198 (49.5)	136 (34.0)	66 (16.5)	400 (100)
8	Money transfer fraud	162	166	72	400

Sl. No.	Online Frauds	Aware	Partly Aware	Not Aware	Total
		(40.5)	(41.5)	(18.0)	(100)
9	Target youth frauds	119 (29.7)	219 (54.8)	62 (15.5)	400 (100)
10	Web-mavens (internet product review experts)	246 (61.5)	112 (28.0)	42 (10.5)	400 (100)
11	Cyber Frauds	161 (40.2)	141 (35.3)	98 (24.5)	400 (100)
12	Search engine marketing	185 (46.2)	170 (42.5)	45 (11.3)	400 (100)
13	Viral marketing	194 (48.5)	130 (32.5)	76 (19.0)	400 (100)
14	Blog marketing	200 (50.0)	147 (36.8)	53 (13.2)	400 (100)
15	Video advertising	238 (59.5)	119 (29.8)	43 (10.7)	400 (100)
16	Email marketing	259 (64.8)	121 (30.2)	20 (5.0)	400 (100)
17	Affiliate marketing	170 (42.5)	150 (37.5)	80 (20.0)	400 (100)
18	Able to identify fraudulent advertisements	217 (54.2)	155 (38.8)	28 (7.0)	400 (100)

Source: Primary Data

The results of table 1 indicate that 45.8 percent of the respondents were aware about identification of fraudulent online merchants. About half of the respondents (47.2 percent) were aware about online survey frauds. In case of purchase frauds, 44.5 percent of the respondents were aware. About half of the respondents (48 percent)were partly aware about online automotive frauds. 43.5 percent were partly aware about Counterfeit cashier's check scam. Majority of the respondents (55.2 percent) were aware about PayPal Fraud. About half of the respondents (49.5 percent) were aware about call tag scam. 40.5 percent of the respondents were fully aware about money transfer fraud. Majority of the respondents (54.8 percent) were partly aware about target youth fraud. Majority of the respondents (61.5 percent) were fully aware about web-mavens (internet product review experts). 40.2 percent of the respondents were fully aware about cyber frauds. About half of the respondents (46.2 percent) were aware about search engine marketing.48.5 percent of the respondents were aware about viral marketing. Half of the respondents (50 percent) were fully aware about blog marketing. Majority of the respondents (59.5 percent) were aware about video

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advertising. About two third of the respondents (64.8 percent) were aware about email marketing. 42.5 percent of the respondents were fully aware about affiliate marketing. Majority of the respondents (54.2 percent) were aware about find fraudulent advertising. Table 2 gives mean rank of the above results.

Table 2: Mean Rank on Awareness towards Frauds while Online Shopping

Sl. No.	Factor	Mean	SD	CV %	Mean Rank
1	About and identify fraudulent online merchants	2.35	0.67	28.51	8
2	Online Survey frauds	2.33	0.71	30.41	9
3	Purchase frauds	2.28	0.73	32.02	12
4	Online automotive fraud	2.15	0.71	32.97	16
5	Counterfeit cashier's check scam	2.13	0.74	34.80	18
6	PayPal Fraud	2.53	0.55	21.67	2
7	Call tag scam	2.33	0.74	31.90	10
8	Money transfer fraud	2.23	0.73	32.90	13
9	Target youth frauds	2.14	0.66	30.72	17
10	Web-mavens (internet product review experts)	2.51	0.68	27.05	3
11	Cyber Frauds	2.16	0.79	36.62	15
12	Search engine marketing	2.35	0.67	28.66	7
13	Viral marketing	2.30	0.77	33.45	11
14	Blog marketing	2.37	0.71	29.83	6
15	Video advertising	2.49	0.68	27.44	4
16	Email marketing	2.60	0.58	22.49	1
17	Affiliate marketing	2.23	0.76	34.10	14
18	Able to identify fraudulent advertisements	2.47	0.62	25.27	5

Source: Primary Data

Table 2 shows that there was high level of awareness among the respondents towards email marketing, since its mean score was highest at 2.60 and it was ranked 1st among. The awareness level was also found to be high on the factors PayPal fraud, web-maven, video advertising and able to identify fraudulent advertisements, their calculated mean scores were 2.53, 2.51, 2.49 and 2.47 and they were ranked 2nd, 3rd, 4th and 5th respectively. The awareness level was found to be low on Counterfeit cashier's check scam, since its calculated mean score was lowest at 2.13 and it was ranked last (18th). Followed by, the awareness level of the respondents was also low on the aspects of target youth frauds, online automotive fraud

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and cyber fraud, their calculated mean scores were 2.14, 2.15 and 2.16 respectively and they were ranked 17th, 16th and 15th respectively.

Perception on Frauds in Online Shopping

This section of the paper presents the results of perception of the respondents towards frauds in online shopping.

Table 3: Frauds in Online Shopping

Sl No.	Factor	SA	A	N	D	SD	Total
1	Fake advertisements	72 (18.0)	104 (26.0)	69 (17.2)	127 (31.8)	28 (7.0)	400 (100)
2	Fraudulent creators of websites	62 (15.5)	119 (29.8)	80 (20.0)	104 (26.0)	35 (8.7)	400 (100)
3	Difference in delivery of goods from shown in website	72 (18.0)	171 (42.8)	65 (16.2)	72 (18.0)	20 (5.0)	400 (100)
4	In some cases identity of owner cannot be obtained	74 (18.5)	92 (23.0)	73 (18.2)	124 (31.0)	37 (9.0)	400 (100)
5	Technical Investigation Procedure affects customers	49 (12.3)	75 (18.8)	65 (16.2)	155 (38.7)	56 (14.0)	400 (100)
6	Chances of hacking of Bank Account details	63 (15.8)	92 (23.0)	68 (17.0)	134 (33.5)	43 (10.7)	400 (100)
7	Cheating through internet without knowing	41 (10.3)	95 (23.8)	75 (18.7)	156 (39.0)	33 (8.2)	400 (100)
8	Difficulty in proving monetary frauds in internet	54 (13.5)	127 (31.8)	68 (17.0)	108 (27.0)	43 (10.7)	400 (100)
9	Increase of cyber Frauds while online shopping	37 (9.3)	107 (26.8)	76 (19.0)	145 (36.2)	35 (8.7)	400 (100)
10	Pivotal role of fake web-mavens (internet product review experts)	50 (12.5)	100 (25.0)	78 (19.5)	138 (34.5)	34 (8.5)	400 (100)
11	Unsatisfactory Indian Laws dealing with cyber frauds	58 (14.5)	126 (31.5)	84 (21.0)	100 (25.0)	32 (8.0)	400 (100)
12	Inability of law to handle cyberspace financial problems	47 (11.8)	107 (26.8)	75 (18.7)	143 (35.7)	28 (7.0)	400 (100)

Source: Primary data

Table 3 shows that 44 percent of the respondents either agreed or strongly agreed that there are fake advertisements in internet to cheat customers. A considerable portion of respondents (45.3 percent) either agreed or strongly agreed that there are fraudulent creators

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of websites to cheat customers. Majority of the respondents (60.8 percent) either agreed or strongly agreed that there were difference in delivery of goods from shown in website. A considerable portion of respondents (41.5 percent) either agreed or strongly agreed that in some cases they could not obtain identity of owner. Majority of the respondents (52.7 percent) did not agree that technical investigation procedure affected customers. A considerable portion of respondents (44.2 percent) did not agree that there were chances to hack of bank account details. About half of the respondents (47.2 percent) either disagreed or strongly disagreed that customers were being cheated through internet without knowing. A considerable portion of respondents (45.3 percent) either agreed or strongly agreed that it is difficult to prove monetary frauds in internet. 44.9 percent of the respondents did not agree that there were increase of cyber frauds while making online shopping. 43 percent of the respondents either disagreed or strongly disagreed that there were pivotal role of fake web-mavens to cheat customers. A considerable portion of respondents (46 percent) either agreed or strongly agreed that there are unsatisfactory Indian laws dealing with cyber frauds. 42.7 percent of the respondents did not agree that there is inability of law to handle cyberspace financial problems. Table 4 presents the mean rank of the above results.

Table 4: Mean Rank on Possible Frauds while Online Shopping

Sl. No.	Factor	Mean	SD	CV %	Mean Rank
1	Fake advertisements	3.16	1.25	39.43	4
2	Fraudulent creators of websites	3.17	1.23	38.62	3
3	Difference in delivery of goods from shown in website	3.51	1.13	32.17	1
4	In some cases identity of owner cannot be obtained	3.11	1.28	41.28	5
5	Technical Investigation Procedure affects customers	2.77	1.25	45.37	12
6	Chances of hacking of Bank Account details	3.00	1.28	42.62	8
7	Cheating through internet without knowing	2.89	1.17	40.36	11
8	Difficulty in proving monetary frauds in internet	3.10	1.25	40.14	6
9	Increase of cyber Frauds while online shopping	2.92	1.16	39.80	10
10	Pivotal role of fake web-mavens	2.99	1.20	40.18	9

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Sl. No.	Factor	Mean	SD	CV %	Mean Rank
	(internet product review experts)				
11	Unsatisfactory Indian Laws dealing with cyber frauds	3.20	1.20	37.44	2
12	Inability of law to handle cyberspace financial problems	3.01	1.17	39.07	7

Source: Primary Data

Table 4 indicates that there were high chances for the fraud Difference in delivery of goods from shown in website, since its mean score was highest at 3.51 and it was ranked 1st. Followed by the frauds Unsatisfactory Indian Laws dealing with cyber frauds, Fraudulent creators of websites and Fake advertisements were also high, they were ranked 2nd, 3rd and 4th respectively. The calculated mean score was lowest for the fraud Technical Investigation Procedure affects customers, its calculated mean score was 2.77 and it was ranked last (12th), followed by, Cheating through internet without knowing and Increase of cyber Frauds while online shopping, their mean scores were 2.89 and 2.92 respectively and they were ranked 11th and 10th respectively. The deviation level in opinion of the respondents on the frauds Technical Investigation Procedure affects customers, Chances of hacking of Bank Account details and In some cases identity of owner cannot be obtained, since their calculated SD and CV were more and the deviation level was low for Difference in delivery of goods from shown in website.

Conclusion

The study analysed the awareness level of the respondents towards online frauds and their perception towards it. The study found that majority of the respondents were fully aware about email marketing, web-mavens, video advertising, PayPal frauds, able to find fraudulent advertisements and blog marketing. Awareness level was low among the respondents on target youth frauds, online automotive frauds, Counterfeit cashier's check scam, cyber frauds and money transfer frauds.It was also observed that there was low level of deviation in awareness level of the respondents on all the factors selected, since their calculated values of standard deviation and coefficient of variation were found to be low. It was found that majority of the respondents agreed that the fraud of Difference in delivery of goods from shown in website is having more chances to cheat customers while making online

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shopping namely. Majority of the respondents did not agree that the fraud Technical Investigation Procedure affects customers.

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